

Subject: RE: Radio Training in January
From: "Bezmalinovich, Augie" <ABezmalinovich@portla.org>
Date: 01/17/2018 02:51 PM
To: Francis Ruiz <fruiz@sanpedrobid.com>
CC: Jonathan Williams <jwilliams@labattleship.com>, Lorena Parker <lparker@sanpedrobid.com>

Hi Francis

It was nice to see you at today's meeting and thanks for taking interest in the "radio - 1610" system. I believe the e-mail which attached below outlines what I'm looking for and here are some of the questions that would be nice to know before making a decision on it:

- Where are the signs located, how many signs are there, what do the signs say and how many say 1610 vs 1620? I've seen signs on the Harbor Freeway heading south, ones on the Harbor Blvd Exit and also before the Vincent Thomas Bridge heading West?
- How does the system work? Is the radio broadcast local and just good for a few miles? Is it on 24/7?
- Where is the radio system housed? At POLA HS? What does it consist of? Who manages it?
- What does our contract say with POLA HS? Can we get a copy to review it?
- Who is responsible to change the message? How often?

These would be good to know before making a decision on the value of this system and whether it's worth keeping or not...

Thanks,
Augie

From: Bezmalinovich, Augie
Sent: Wednesday, December 20, 2017 4:34 PM
To: 'Lorena Parker'; Roger Cosgrove; Francis Ruiz
Cc: Jonathan Williams
Subject: RE: Radio Training in January

Hi Lorena,

I do not believe you understood the message I was trying to convey at the Committee meeting today and later in the Chamber Board room. I would just like you to report back (place it on the agenda) at the next marketing committee meeting on the whole "radio - 1610" system. Where are all the signs are located, the intention of this program, what it costs to operate and what will it cost (both monetarily and time-wise) if we decide to bring it back to use. We have a great number of new PBID board members that no nothing about this program and we should inform them of it and let the board decide whether it's worth bringing back or not. The PBID is an entirely different organization from when this program went into operation than what it is right now and maybe our money can be spent in a better area than to bring this program back up? I'm not sure

and I believe we need more information on it to see if it meets our goals. OK?

Jonathan, do you know what this "radio, 1610" program is all about and do you agree?

Kind regards,
Augie

From: Lorena Parker [<mailto:lparker@sanpedrobid.com>]
Sent: Wednesday, December 20, 2017 3:44 PM
To: Roger Cosgrove; Francis Ruiz
Cc: Jonathan Williams; Bezmalinovich, Augie
Subject: Radio Training in January

Roger,

We found the person who can train us on the radio operations. He can come to the school the week of January 8th, 2018, but not Mon or Tues.

Who from the school would like to join us? Please coordinate the date/time with Francis while I am away.

Happy Holidays!

Best regards,

Lorena Parker
Executive Director
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Business Improvement District**
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